

DM	T&D	REP
1224		
1225	✓	09, 07, 08, 13
1226	✓	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15
1229		9, 13
1230	✓	4, 5, 8, 9, 10
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

February 9, 1995

To: All ROU's with 7-Eleven

Subject: *7-Eleven - Contract Negotiations*
(ID 0001 04 01, 0001 04 02)

As many of you are aware, RJR and 7-Eleven recently completed contract negotiations. We anticipate implementation of the new contracts to begin in March. The Merchandising Program is being presented and sold by 7-Eleven field representatives and the following are the basic requirements:

RJR:

- Two 75 pack counter displays (7 wide trays over 8 wide trays) placed in a wrap configuration in front of the register to the selling side
- The display is to be placed on the register nearest the food service center
- Signage: 7-Eleven 15 x 49 clock in a preferred location
- Price parity on Doral

Philip Morris has similar requirements, as follows:

- Wrap counter display closest to the door
- Signage in the overhead
- Shopping baskets

7-Eleven franchisees or corporate stores who participate in this program will not be authorized any savings displays: permanent or temporary.

I hope the above answers some of your questions. Additional information will follow along with stores accepting the program.

Should you have any questions, please feel free to contact me.

George

George H. Moulton

GHM/pk

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